



MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632  
201-947-6900 • 212-239-7256

June 5, 1984

Ms. Karen Eisen  
Philip Morris, Inc.  
120 Park Avenue  
New York, New York 10017


Dear Karen:

The following is to confirm our understanding of the B & B In-Depth Research which we will be coordinating for your in Boston and Nashville.

In each market, mall screenings will be undertaken to identify 38 non-menthol smokers, equally divided by sex, age (half 18-34, half 35-54), and tar level (half full-flavor, half flavor low-tar). 70% of the respondents will be required to be king-size smokers and 30% will be required to smoke 100's.

Appointments will be made for June 13th and 14th in Boston, and for June 14th and 15th in Nashville. In each market, two respondents will be scheduled every 45 minutes. All qualified respondents will be paid \$20.00 in cash at the conclusion of the interview.

Sincerely,

  
Gail Apkarian

GA:dmf

cc: J. Bonhomme  
Z. Apkarian

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